



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08901

(Handwritten signature)

Contract # 334882

Schedule Dates 10/02/12-10/08/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name /
Phone/Fax N/A
CPE National/Political
Account Types Standard
Billing Type Standard
Comments MATT SMITH 10/02
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH

Date Entered 10/01/12
Last Modified 10/04/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06359262
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,217.50
Net Total \$18,232.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Grand Total: 41 \$21,450.00
41 \$21,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:59A- Channel 11 News 6am	1		1	1	1	1			4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/1/12
2.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:59A- Channel 11 News 6am	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/2	10/1/12
3.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	7A- 8A (EST)	1	1	1	1	1				4	\$475.00	\$1,900.00	Pittsburgh (WPXI)	TODAY 7-8A/3	10/1/12
4.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	7A- 8A (EST)	1								1	\$475.00	\$475.00	Pittsburgh (WPXI)	TODAY 7-8A/4	10/1/12
5.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	8A- 9A (EST)	1	1	1	1	1				4	\$425.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 8-9A/5	10/1/12
6.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	8A- 9A (EST)	1								1	\$425.00	\$425.00	Pittsburgh (WPXI)	TODAY 8-9A/6	10/1/12
7.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	11:59A- Channel 11 News At Noon	1	1	1	1	1				4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/7	10/1/12
8.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	11:59A- Channel 11 News At Noon	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/8	10/1/12
9.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5P- 5:30P (EST)	1	1	1	1	1				4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 5-530P/9	10/1/12
10.0	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30P- 6P (EST)	1	1	1	1	1				4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 530-6P/10	10/1/12
11.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1	1	1	1	1				4	\$775.00	\$3,100.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 334882

Schedule Dates 10/02/12-10/08/12
Advertiser Pol/M Smith/D/OTH/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTH/PA (137373)
Salesperson Telecap/Washington DC, Washington DC (1040)
Sales Office Telecap/Washington DC
Buyer Name /
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MATT SMITH 10/02
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , FRIENDS OF MATT SMITH

Date Entered 10/01/12
Last Modified 10/04/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06359262
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,217.50
Net Total \$18,232.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Spots 41
Rate \$21,450.00
Grand Total: 41 \$21,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	6A- 8A (EST)							1		1	\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 6A-8A/12	10/1/12
13.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8A-1030A/13	10/1/12
14.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	5:30A- 8A (EST)							1		1	\$250.00	\$250.00	Pittsburgh (WPXI)	SUN NEWS 530A-8A/14	10/1/12
15.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	8A- 10A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8-10A/15	10/1/12
16.0	Normal Line / Spot	10/06/12-10/06/12	5	:30	6P- CHANNEL 11 NEWS							1		1	\$500.00	\$500.00	Pittsburgh (WPXI)	NEWS 6-630P/16	10/1/12
17.0	Normal Line / Spot	10/07/12-10/07/12	4	:30	6P- CHANNEL 11 NEWS							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/1/12
18.0	Normal Line / Spot	10/02/12-10/05/12	5	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	JEOP 7-730P/18	10/1/12
19.0	Normal Line / Spot	10/08/12-10/08/12	4	:30	4:28A- Channel 11 News 430A	1								1	\$175.00	\$175.00	Pittsburgh (WPXI)	NEWS 430-5A/19	10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____ Accepted-Station: _____ Date: _____ Comments: _____

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.